

Rep Order# 9853585 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/29/2012 2:48 PM
Last Received: 10/29/2012 1:46 PM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. IN ADDITION TO CURRENT SKED. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	530A-6A	NEWS	:30	\$500.00	11/06-11/06	1 P2	1	1	\$500.00	
	2	TU	5A-530A	NEWS	:30	\$500.00	11/06-11/06	1 P2	1	1	\$500.00	
	3	TU	7A-8A	NEWS	:30	\$450.00	11/06-11/06	1 P2	1	1	\$450.00	
	4	TU	6A-630A	NEWS	:30	\$1,200.00	11/06-11/06	1 P1	1	1	\$1,200.00	
	5	TU	630A-7A	NEWS	:30	\$1,200.00	11/06-11/06	1 P1	1	1	\$1,200.00	
	6	W-F	12P-1230P	NEWS	:30	\$725.00	10/31-11/02	1 P2	1	1	\$725.00	
	7	W-F	4P-430P	NEWS	:30	\$1,600.00	10/31-11/02	2 P1	1	2	\$3,200.00	
	8	W-F	5P-530P	NEWS	:30	\$1,700.00	10/31-11/02	2 P1	1	2	\$3,400.00	

---REPORT TOTALS---

Report Totals: 10 / \$11,175.00

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---SALES MONTHLY TOTALS---

Nov 12: 10 / \$11,175.00
Sales Totals: 10 / \$11,175.00
Station Totals: 10 / \$11,175.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$31,929	CABL	0%	EKRC	0%	UNKN	65%	WBQC	0%	WCPO	0%
		WKRC	35%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null
Demos RA35+

ORDER

Orders	Order / Rev:	68997
	Alt Order #:	09853585
	Product Desc:	SHERROD BROWN SENATE
	Estimate:	
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 10/29/12
	Order Type:	GENERAL



Primary AE:	Local 12 WKRC-TV
Sales Office:	Millennium Washington DC
Sales Region:	MNAT
	National

Agency	Name:	Shorr Johnson Magnus
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut Street
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Sherrad Brown for Senate
	Demographic:	A35+
	Product Codes:	US Senate
	Priority:	P-1
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	10	\$11,175.00	\$9,498.75
Totals		10	\$11,175.00	\$9,498.75

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	35%	\$11,175.00
Market	100%	\$31,928.57

Competitive Share		Share	Total
EKRC		0%	\$0.00
UNKNW		65%	\$20,753.57
WCPO		0%	\$0.00
WLWT		0%	\$0.00
WSTR		0%	\$0.00
WXIX		0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	11/06/12	11/06/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	11/05/12	11/11/12	-T-----	1	\$500.00	0.00									
E 2	WKRC	11/06/12	11/06/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	11/05/12	11/11/12	-T-----	1	\$500.00	0.00									
E 3	WKRC	11/06/12	11/06/12	CBS This Morning CBS Morning News	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
NEWS															

